



Barry Andrews Homes



The people working at Barry Andrews Homes pride themselves on being one of the leaders in their local energy-efficient building market. "We feel it's important to promote ourselves as an energy-efficient builder and to align ourselves with the ENERGY STAR brand campaign," said Fred Brandt, marketing manager for Barry Andrews Homes.

Barry Andrews Homes ensures that the public recognizes their Hickory Overlook homes as ENERGY STAR Homes by extensively featuring the ENERGY STAR logo. Outside, displays such as a full-size flag and a large customized banner draw attention to the homes. Once inside the model home, potential buyers can't miss the strategically placed foam core signs proudly displaying the ENERGY STAR logo and the customized ENERGY STAR plaques. "We want to stay ahead of the market and ENERGY STAR is a terrific vehicle to help us," Mr. Brandt stated.

The Hickory Overlook sales staff also educate visitors about the value and benefits of an ENERGY STAR Home. With the ENERGY STAR Homes message integrated with their marketing effort coupled with the growing awareness of the value of ENERGY STAR among homebuyers, Barry Andrews Homes are well positioned to increase their market share in Maryland.

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—Fred Brandt

